Pitching Change: Micro-Community of Higher Learning

Christopher Chaphe

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PITCHING CHANGE
Micro-Community of Higher Learning

Request for Approval of Thesis Research
Project Book Presented to:

Professor Ameen Farooq, PhD

and to the
Faculty of the Department of Architecture
College of Architecture and Construction Management

by
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In partial fulfillment of the requirements for the Degree

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Kennesaw State University
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CHAPTER 1
INTRODUCTION
“ATHLETICS ARE THE FRONT PORCH OF THE UNIVERSITY. IT’S NOT THE MOST IMPORTANT ROOM IN THE HOUSE, BUT IT IS THE MOST VISIBLE.”

— SCOTT BARNES, UNIVERSITY ATHLETICS DIRECTOR
STADIUM DESIGN CONTEXT:

Stadiums today are mega structures that are viewed by many designers as a waste to the community. In the past they have cost millions of dollars and have disrupted the flow of city scape. These facilities, due to their large scale do not fit well within their communities. Stadium critics are quick to point out that stadiums today are only used for gamedays and not in use 365 days a year.

A new concept is being introduced within the sports and recreation market that is changing the way we are thinking about stadiums. The recently built Truist Park (formally known and Sun Trust Park) and The Battery is the first stadium to incorporate a mixed used development within the stadium plan that is within the immediate surrounding context of the stadium. The idea behind this new concept was to create a Live/Work/Play environment for patrons within the stadium’s facilities and surrounding community. The result of this project has created a hub of activities that creates social and work related events. The designers created a blend of programs that spark engagement in several different ways.

This new idea has been taking shape within many other projects throughout the world, and is being used within many new stadiums for professional sport teams. However, this new idea has not made its way into the college settings.

MICRO-COMMUNITY CONTEXT:

Micro-communities are not only being incorporated within the sports facility scene but it was first implemented within many tech campuses such as Apple, Facebook, and Google. These campuses have been including a full range of programs that give their employees everything they need to live in one place.

The primary idea that companies are hoping to boost their employees moral while at work, and ultimately have them be more productive.

The secondary idea being that employees will be fully immersed within the company campus that it will lead to employees to work longer hours and constantly be available due to the lack of need to leave the campus.

Many employees seem to be attracted to this work style as these companies have given several amenities to their employees.

SPORTS WITHIN COLLEGE CONTEXT:

College was the starting point for many of the sports that we know today, but are they still maintaining the goal they originally set out to accomplish?

Sports within a college campus were designed to add towards a students education. The goal for many universities that were experimenting with having sports on campus was to build a strong well rounded individual (body and mind). Some schools have pushed sports to a much larger roll within a campus such as marketing throughout the country, entertainment for students/alumni, and a source for income for the university.

“Athletics are the front porch of the university. It’s not the most important room in the house, but it is the most visible.” A popular quote throughout the many athletic department representatives.

This is an interesting and sometimes a controversial quote. At the core of a university, academics is the heartbeat that makes the university tick. However, in many cases sports teams have become marketing adversaries for the university. Statistics have shown that universities that win or participate in national championships for the 3 major sports (Football/Basketball/Baseball) see a rise in applications.
Being around sports growing up has given me some experiences that have shaped who I am today. Playing and watching sports is a common activity amongst my friends and family. These events spark engagement and camaraderie between us. The stadium in which these sports are played within are a key component to this engagement. They bring people together to enjoy and root on your favorite teams along side thousands of other fans.

Stadiums today are becoming a remarkable instrument to generate communal spirit besides marketing, recruiting and hosting games for universities. The iconic design of these stadiums has become more complex. They have pushed the limits of technology and design however their iconic design is not without the parking wasteland that creates an island of a specific sports activities.

I believe that KSU must consider student life for all students to better embed the sports facilities they intend to build by substituting the large amounts of parking surface area with a more productive program to foster a strong sense of communal spirit—an active micro community. A place where students, faculty and visitors share the festive and competitive nature of sports as well as their education at KSU.

Research has time and again shown that baseball stadiums with stronger spatial connection to their social surroundings have become strong social hubs to serve their communities well.

Kennesaw State University is regularly adding surface parking in an effort to accommodate its exponential growth. As well as building new sports facilities with a weak connection to campus communal and student activities.

My project aims to design a new baseball stadium in KSU connecting the fragmented spatial pieces of the campus to foster a cohesive fabric of spatial patterns that should generate an active community of students. Supported by a mixed used developments and a retail spine.

My thesis project (Baseball Stadium) aims to eliminate the wasteland of parking dead space and fragmented spatial patterns in KSU with program that pushes the spirit of live-work-play-study for student success—an immersive and vibrant micro community of students catalyzed by a Baseball Stadium—to bring spatial cohesion to the spatial fragmentation of our North Campus.
Sports have become deeply embedded within our society. They bring joy as well as sorrow to our lives in a way that is unlike any other component within our society.

Sporting events are consistently the most watched and attended events that we have to offer. These events give people a few hours to distract them from their daily lives. They build camaraderie between communities. The world has seen sports bring entire countries together in times of destruction and despair and have brought people hope that everything will be ok.

Society does not offer many situations where hundreds of thousands of people come together to watch/support one single event peacefully with each other, and these events happen daily.

For the athletes, sports build character, leadership, and cooperation skills that they are able to utilize within their daily life. These athletes are able to grow and learn from experiences handed to them through sports.

As important as sports has become to our society: The stadiums in which theses sports are played within has not been able to maintain an equal growth of significance to the communities they are within. While technology and designs for these stadium have become remarkably advanced the stadiums have not added much advancement to supporting the communities they are within. Stadiums have become introverted within their designs. They don’t interact with their communities well, and in some cases they can disrupt their communities.

The potential a stadium has to become a hot spot for activity and social interaction within a community on a daily basis is virtually unlimited. The game itself is already a major event that creates a large amount of activity within its gamedays. Why can’t we capitalize on the facility and the pillars already in place to further push the stadium to become a micro-community that serves as hot spot for social interaction and communal activities?

The goal of incorporating a micro-community that is driven by the stadium within a college campus setting is the main idea behind this thesis.

I believe that sports are just as, and in some cases, more important to a college than the professional setting. For some colleges their athletics program become the identity for the school. Yet we still see the massive stadiums being practically useless for the students and the university on non-gamedays.

Even with these mega-structures for their athletic events. We still see a missed opportunity to capitalize on a hub of activities that are embedded with the facilities that are a necessity for sports and academics.

I believe stadiums that are designed utilizing the strategies that are laid out by this thesis which blends programs that surround the stadium as well as within. Thus, creating a vibrant and lively micro-community.

While embedding stadiums within a college campus raises several different concerns compared to a professional stadium, the main idea can still be implemented. Arguably, this concept can be better implemented within the college campus due its already existing infrastructure of students and faculty entering the campus by the thousands on a daily basis.
“Football teams represent cities and colleges and schools. The people have built great stadiums, and the game is culturally intertwined with our calendar. We don’t go back to college for the college. We go back for a football game, and, yes, we even call that ‘homecoming’.”

— Frank Deford, Sports Writer
KEY TERMS:

Micro - a small, reduced or restricted area

Community - a group of people living in the same place or having a particular characteristic in common; a feeling of fellowship with others, as a result of sharing common attitudes, interests, and goals.

Micro-Community - a reduced area that is designed to support a group of people with similar attitudes, interests, and goals. Generally a place where people live that can support a common group of people’s life.

Live/Work/Play/Study - a place where people can live in the same area they work and go to be entertained.

Live - space for apartments or houses that people can live day in and day out.

Work - space where people conduct their business.

Play - a variety of different space that are aimed to entertain people.

Study - spaces designed to be supportive to a learning environment.

Program Blend - The layout strategy that disperses programs evenly throughout a site and does not create clusters or zones of particular programmatic spaces

Mixed Use Development - a group of diverse programs within a close proximity to each other and feed off of each other’s activity.

Invisible Parking - a parking strategy that hides the majority of parking space from the main circulation path and programs.

Community Engagement - the power a facility has to spark communal activities for the patrons within.

RESEARCH QUESTION:  

1) What impact does a stadium have on students within a college campus?  

2) What components make a micro-community successful?  

3) What is Kennesaw State University lacking when it comes to student life?  

4) What is desired within a campus to create an ideal student life?  

5) How are successful campuses (academic/business) laid out?  

6) What programs are a good blend for a college athletics driven micro-community?  

7) What circulation is best suited for campus style communities?  

8) Which programs can be implemented within the stadium directly?  

9) What is the character of Kennesaw State University?  

10) What connections, if any, can be made to connect a fragmented community?
1.5 STADIUM STUDY
TRUIST PARK & THE BATTERY

ORGANIZATION: Atlanta Braves, MLB
LOCATION: Smyrna, GA
ARCHITECTS: Populous

SITE AERIAL VIEW

PROGRAM INTEGRATION

SITE LAYOUT

PARKING STRATEGY

COMMUNITY ENGAGEMENT

SUITE KEY MAP
The Battery at Truist park is a micro-community that is supporting the Atlanta Braves stadium (Truist Park). This is truly a mixed use development. It is designed to bring people in to enjoy the programs that are being offered on a year round basis not just on gamedays.

While analyzing this case study it became clear that the programs within this project were directed towards building a Live/Work/Play community. These programs are evenly dispersed throughout the site instead of being broken into clusters of related programs. This strategy forces people to travel throughout the entire site and limits dead zones within the site.

It is important to this thesis to analyze not only the types of programs that were implemented within this project but how they are interacting with the stadium, and how these programs bleed into the stadium.

Parking was a major concern when designing The Battery. The designers used a strategy referred to as “invisible parking”. They hid much of the parking from the main spaces within the battery which are primarily pedestrian.

Finally, the layout of site with two main avenues that are linear and cut through the site are important to the circulation, and interactions within the site.
1.5 STADIUM STUDY

DUDY NOBLE FIELD

ORGANIZATION: Mississippi State University
LOCATION: Starkville, Mississippi
ARCHITECTS: Wier Boerner Allin & Populous (2019 Renovation)

Dudy Nobel field is home to the Mississippi state bulldogs baseball team. Consistently, this stadium is filled out due to its successful team and the atmosphere the stadium is helping to create.

The analysis of this project is focused primarily on the programs this stadium implemented within the college campus. While this is one of the largest college campus stadiums it is also viewed as one of the most successful stadiums throughout college baseball.
Alec Box Stadium is within close proximity to LSU's football stadium/facilities, softball facilities, and tennis facilities. Each of the facilities feed off of each other and utilizes the supporting programs that each facility is requiring to operate.
ORGANIZATION: Apple, Inc.
LOCATION: Cupertino, California
ARCHITECTS: Foster + Partners

SITE PLAN

1.6 CAMPUS STUDIES
APPLE PARK - APPLE HEADQUARTERS

Program Integration

Site Layout

Site Images

Parking Strategy

Community Engagement

Conclusion

Apple Park is a high tech facility for one of the most innovative companies in the world. The campus is designed to support Apple’s employees within many aspect of their lives.

This site disperses its program throughout the site in a cluster format. These programs are embedded within a constructed “forest”, with the landscape design plan adding 1000 trees throughout to create a more sustainable environment.
Facebook's headquarters within Menlo Park is a great example for circulation throughout a large campus. The designers created a loop throughout the site that acts as a main avenue that cuts through many of the main programs. This loop is key to the function of the building and engagement within the site. It gives employees and visitors an easy path to navigate and have many of the major programs branch off of this pathway.
CHAPTER 2
SITE DEVELOPMENT
In most cases college stadiums are designed within the campus. However, KSU is unique in that it has two main campuses that are a 15 minute drive apart. This separation along with a few other key reasons is the cause of a divide between each campus. Both campuses have several advantages and disadvantages that could support the overall concept, but ultimately the Kennesaw campus is the best fit for the micro-community I am trying to build. This is due to the overall size of the site, the close proximity to other KSU athletic facilities, and the abundance of residential district in the immediate area.
KEY QUESTIONS
1) Which site supports the idea of Micro-Community the most?
2) Will I have enough area to accomplish the goal?
3) Is it important to keep athletic facilities within close proximity to each other?

MARIETTA CAMPUS

DISADVANTAGES
1) Difficult topography to create a lively community.
2) Would be a stand alone athletics facility on campus, and would create difficult situations for the athletics department staff.
3) Potentially would be underutilized due to the lack of interests within University athletics on the Marietta campus.

ADVANTAGES
1) Potential to connect both the Marietta and Kennesaw campus through KSU’s Athletics programs.
2) Has the potential to create opportunities for revitalization within the Marietta Campus.
3) Is an empty slate to work with for athletic facilities.

KENNESAW CAMPUS

DISADVANTAGES
1) The site is not directly within the heart of the Kennesaw campus
2) Would continue to exclude the Marietta Campus from hosting athletics events.
3) Potentially a difficult site to work on due to the surround roadwork context.

ADVANTAGES
1) Would be connected to other athletics facilities creating an athletics campus.
2) Has student only apartments within walking distance.
3) Would become a hub for all Kennesaw sporting events, where each sport could capitalize on the others facilities year round.
4) Would begin to connect the fragmented pieces of the Kennesaw campus.
2.3 SITE MAP
Currently, parking is what takes up the majority of the land use within the site. These parking lots are supplying parking for a few programs that include a restaurant and motel on the north entrance of the site. Moving south within the site is the KSU Center, a Kennesaw State University building that houses continued education and large open multipurpose spaces. These programs will be substituted and will be within the new program layout. The south half of the site includes an office for KSU campus police and a new student housing apartment complex. Both of these programs are essential to making this a lively micro-community that is safe for all visitors. Thus these programs will be kept in place.

EXISTING SITE KEY

1) Cracker Barrel
   Restaurant
   1 story
   Public

2) Kennesaw Inn
   Hotel
   2 story
   Semi-Public

3) KSU Center
   Education/Event Center
   1 story
   Semi-Public

4) KSU Surplus (Formally Brands Mart)
   Storage Facility
   2 story
   Private

5) Cobb Country Transit Station
   Bus Station/Parking Lot
   0 story
   Public

6) Bixby Apartments
   Student Apartments
   4 story
   Private

7) X-press Park and Ride Station
   Bus Station/Parking Lot
   0 story
   Public

8) KSU Public Safety Headquarters
   Offices
   1 story
   Private
2.5 SURROUNDING CONTEXT
SURROUNDING CONTEXT BREAKDOWN

This site is nested in between the core of the Kennesaw campus, an athletics zone, and a large amount of multifamily and student housing. This site has the opportunity to connect the five apartment complexes that are primarily rented to students and the KSU athletic facilities to the core of the Kennesaw campus. This site is locked in by a hard barrier to the west that is I-75, Chastain Rd. to the north, Busbee Dr. and George Busbee Pkwy. to the east, and Big Shanty Rd. to the south. Busbee Dr. and a small section of George Busbee Pkwy. is also the location where several athletics related activities happen such as tailgating and the owl walk for football games. This site has the opportunity to further enhance these activities to boost student life through athletics.

SURROUNDING CONTEXT KEY

1) Stillwell Stadium
   Current KSU Baseball Stadium
   2 story
   Semi-Public

5) Comfort Suites
   Hotel
   3 story
   Semi-Private

9) 5th/3rd Bank Stadium
    Football/Soccer/Lacrosse
    (KSU/Atlanta United/Atlanta Blaze)
    3 Story
    Semi-Private

2) KSU Admissions Office
   KSU Academic Offices
   4 story
   Semi-Private

6) Millstead Village
   Apartment complex
   1-4 story
   Private

10) KSU Perch
    Intramural Fields
    1 story
    Private

3) KSU Football Facility
   KSU Football Offices/Training Facility
   1 story
   Private

7) Extended Stay
   Hotel
   3 story
   Semi-Private

11) U-Point Apartments
    Student Apartment Complex
    4 Story
    Private

4) Hampton Inn
   Hotel
   7 story
   Semi-Private

8) KSU Owls Nest
   KSU Club Sports Offices/Workout Facility
   1 Story
   Private

12) Stadium Village
    Student Apartment Complex
    1-4 Story
    Private
CHAPTER 3
DESIGN STRATEGY
3.1 | CIRCULATION STRATEGIES

**LOOP**

The continuous looped pathway is the connecting piece throughout the entire site. Being that it is a loop, it does not prioritize programs based off of location along the path and within the site. This strategy does not connect the core of the Kennesaw campus to the off campus programs that are fragmented throughout the surrounding context. This causes an introverted site that doesn't connect to the surrounding context at all.

**CROSSING AVENUES**

Two main pathways are formed, within this strategy, that directly connects to the KSU related programs that surround the site. The pathways would act similar to a city street scape that is a pedestrian only pathway with a variety of different programs branching off these avenues. This strategy creates an opportunity to have a Centre within the site. This could be important to designate a main focal point for the site.

**MAIN AVENUE**

This layout connects the surrounding context directly and traveling through the site. This connection is essential to the overall fabric of the KSU campus layout. This strategy would also use the city street scape style for the main avenue. While the connection strategy is strong. The site does not prioritize certain programs which means there isn't hierarchy between programs. This will dull the overall experience of the site.

**BRANCHES**

Within this layout the baseball programs would be the center point for the site with Live/Work/Play pathway branches reaching out to the extent of the site. In this strategy you would not be able to blend the variety of programs together as strongly as other strategies. These branches do not connect the overall Kennesaw campus fabric together.
In this program layout we see the heart of the baseball program within the south section of the site. Immediately outside these programs there are apartments and class rooms that would be directly associated with the field and other baseball programs. This strategy maintains the north section of the site, but with an added connection. This strategy does not utilize the entire site, and is squeezing the majority of programs into one clumped section.

Within this strategy we see the KSU Center taken away and replaced with the new baseball programs. This strategy has the variety of programs clumped together, but separated from one another. The separation of programs into distinct clumps does not maximize the potential of the micro-community based off of case study research.

The layout above starts with the baseball program being on the south side of the site. This location is the most visible location on the site from the surrounding context. I-75 is directly to the West of this location and this section is not blocked by heavy trees. This visual connection is important to the baseball programs to bring people in. Adjacent to the baseball programs are a string of apartments that would enclose the site for pedestrian only use except for specified areas.
Within this strategy the baseball programs are taking the spot of the KSU Center, these classroom programs are being placed within the new layout of the site. The programs such as apartments and classrooms are being embedded within the baseball program. The classrooms are surrounding the south end of the baseball program which is the location of homeplate and the majority of the stands. Throughout the rest of the site the programs are separated but are scattered evenly throughout the site. This leads people to travel throughout the entire site instead of specific clusters.

Above, there is no direct connection between the new baseball program and the existing football stadium. This utilizes the main avenue circulation strategy, but does not disperse the programs evenly throughout the site. A multipurpose plaza space is placed in between the new and existing apartments to give the student living within this site a space that is versatile and productive in enhancing student life. This strategy uses two large parking lots, and go against the case study research that suggest that invisible parking is the most beneficial parking strategy for micro-communities.

This layout strategy allows for some separation from the football stadium to the East. Thus allowing for the connection between each of these programs to be embedded with the variety of programs that are creating the micro community. The programs are evenly scattered throughout the site, but are organized with a large section within that could be devoted to a pathway, green space, and/or other smaller programs that are beneficial to further the experience for visitors.
The baseball programs have been placed in the most ideal spot for visual exposure. The apartments within the outfield section of the baseball program border against the apartments along Busbee Dr. This creates an avenue, which is continued throughout the rest of the site connecting not only the ends of the site together, but the overall fabric of the kennesaw campus as well. Parking has been placed on the outer ring of the site to make the spaces invisible to the pedestrians once you enter the main avenue.

Classrooms within this strategy have been embedded into the baseball programs, and are also placed outside to be a stand alone program. The Plaza space has been placed adjacent to many of the large programs, specifically the baseball program where people can visit either easily. The programs are still dispersed as clusters, but they are flowing along the main avenue. A pathway designated for vehicle circulation has been added along the West side of the site. The trees along the majority of the west border would hide the circulation, but still allow access throughout the site.
This model is exploring form after accounting for the lessons learned within the circulation and program studies.

The model is using the idea of a main avenue to connect the site. This allows for the overall connection between the campus and the apartments.

The KSU center is being utilized within this model. The model connects to the top and bottom ends of the plus shaped building. This strategy allows for the continuous flow throughout the site without the KSU center programs being excluded.

Parking is designed to be within the structure on the bottom floors. This would allow for the parking to be invisible to pedestrians that are walking within the main avenue.

The structure bends and flows throughout the site. The “U” bend is designated for the baseball programs. It allows for the field to be set within the “U” and the stands, classroom, apartments, and other such programs overlooking the field. This creates the unique experience that comes with blending these programs that aren’t normally associated with one another. It creates opportunities for exposure to the athletics program by having students sitting in classrooms that are a part of the baseball stadium.
MODEL 2 DESCRIPTION

The model strategy to the right is pushing the ideas learned from model exploration 1, and using more strategies learned from the circulation and program analysis.

The new KSU center programs have been removed and re-dispersed throughout the site. This allows the site to have a smoother flow of circulation throughout the site.

Circulation throughout the site has become a hybrid between the crossing avenues and main avenue strategy. It allows for a continuous path throughout, and creates a Centre within the site.

This strategy allows for two main entrances/ exits. One of which connects directly to the football stadium. This gives the football facility the opportunity to take advantage of the new site’s programs as well. For example, during football season this location is the site for many of the tailgating activities. By integrating restaurants, retail, and well crafted landscaping you create experiences surrounding the football game that are unique and celebrated before and after games. The connections bring more exposure for each program allowing for the athletics department to attract more fans to the other sports during off-peak times.
This model expands upon strategies explored within model 2. The hybrid circulation strategy of crossed avenues and a main avenue is maintained within this study. The main circulation throughout this site is highlighted within the model as gold. A loop has been added to add further connection between the site. This allows for a well manicured plaza program to be implemented. Levels start to arise within this model. The programmatic spaces start to become shaped. The pathway is split in the north section to allow a large green space for the students to utilize on a daily basis.

Below are some study models analyzing how the baseball field and stands fit within the spaces laid out by the parti model. The field takes on its shape based on the standards set by the rules of the game. However the outfield is able to be adjusted, and is adjusted to flow within the loop created by the circulation and programs.

The 3,000 seat stands are capped with two green space hills that will add greenery to these major spaces. Sections of these hills are designed to be as part of standing room only sections within the stadium seating.
In the above parti, water is placed within the loop created just north of the space designated to the field. This water will add to the momentous experience that is necessary for this type of program. This strategy uses the shape of a KSU owl wing to dictate the shape.

Small green spaces are introduced within the pathway to shape the flow of circulation within the main spine of the site. The water feature within the loop north of the field is being shaped by the loop and blends into the main pathway to help shape the circulation throughout this section of the site.

This strategy is analyzing the levels of density the landscape is going to incorporate. The dark green located along the west border of the site signifies the existing buffer of trees that are between the site and I-75. The lighter the green the lighter the tree density is within this space. The water within the pathway is pushed to take on a greater role within this design strategy.

The pathway landscape is refined to show where the circulation, landscape, and programmatic spaces begin and end. The Lawn becomes a distinct feature within the overall experience of the site. This program gives students the opportunities to relax, study, or exercise outdoors.
CHAPTER 4
DESIGN IMPLEMENTATION
4.1 SITE CONTEXT

SITE PLAN

[Site Plan Diagram]

KSU Athletics Facility
KSU Zone

4.1 SITE CONTEXT

SITE PLAN

[Site Plan Diagram]

KSU Athletics Facility
KSU Zone

38 DESIGN IMPLEMENTATION
This site is crucial to the overall fabric of Kennesaw State University. This is due to its location between two major zones that are KSU driven. In the Site plan to the left you can see these KSU facilities highlighted in gold.

The north west corner of this digram is the south end of the Kennesaw campus. You are able to see on campus apartments, baseball/softball facilities, and the campus tennis courts.

The section to the east has 5th/3rd Bank Stadium, intramural fields, and club sports facilities. 5th/3rd Bank Stadium holds a variety of events such as KSU athletics, concerts, festivals, and professional sports. The location of this site gives a connection to one another to be linked through a facility that can make student life a priority.

KSU's athletics facilities are scattered throughout these fragmented campus pieces. This thesis is starting to bring these facilities to a location that all athletics programs and facilities can benefit from one another.

The entrances/exits are located in key spots that are driven from the surrounding context. These entrances are to encourage circulation into the site from 5th/3rd Bank Stadium, Millstead Apartments, and apartments directly north of Chastain Rd.

The site has a barrier on the west side the site caused by I-75. This barrier cuts off all pedestrian circulation from east to west and visa versa. North of Chastain Rd. a bridge (Skip Spann Connector) allows for pedestrian flow across the interstate. This bridge feeds directly into the campus on one end and connects to Busbee Dr. on the other.

The above diagram is breaking up the surrounding context into the zones created by road network. These zones are then analyzed individually and each building is calculated within the zone. The zone is then highlighted with a color to designate with program is predominant within this zone. For example, zone 1 includes retails and restaurants, but is predominantly has KSU Buildings.
The site has a gradual slope of topography with the northwest point being the highest point and the southeast point being the lowest point within the site. Within level one we can see the base of the south section of the site. Parking is a major program within this level. Notice that the majority of the parking is not visible from the pedestrian pathway that circulates throughout the site. The majority of this parking is designed for the baseball stadium and the apartments above. The baseball field along with many of the supporting programs to run a college baseball program can be seen in this level. These programs include: dugouts, lockerooms, coaches offices, and training facilities. A buffer zone was created to give visitors a transition space between parking and baseball programs. Within this zone are three large light wells that bring light within these spaces and creates a visual connection between levels. These light wells span then entire height of the above programs. An example of blended programs can be seen in the rightfield bullpen. This space borders retail spaces, and is separated by a glass wall that allows a unique perspective for visitors.
LEVEL 2 DESCRIPTION

Level 2 is the first level that reaches the entire span of the site. The pathway can be seen in the north end of the site. The south section of the site does not include the pathway because it is either located in the levels above or below. The Lawn, the green space designated for recreational use, is a prominent feature within this level. It includes large green spaces, volleyball courts, grill spaces, a small stage, and plenty of greenery. Directly to the west of the Lawn is the new KSU Center. This new facility still incorporates spaces such as classrooms, galleries, offices, and multipurpose event spaces. Directly adjacent to the right field wall is a large restaurant/bar that overlooks much of the surrounding context within the site including the baseball field. This space is designed to have indoor and outdoor seating that gives visitors a great perspective of the games. The new KSU Athletics Department offices can be seen on this level in the farthest east section of the site just before 5th/3rd Bank Stadium. These offices are for coaches, athletics department staff, and Student Athlete Success Services (SASS). These spaces are designed to support the group that runs and supports the student athletes.

LEVEL 2 KEY

Work
- Office
- Restaurant
- Retail

Play
- Baseball Programs
- Entertainment

Study
- Classrooms
- Study Spaces

Miscellaneous
- Pathway
- Pathway seating
- Circulation
- Storage/utility
- Parking
- Water
4.2 PLANS AND SECTIONS

LEVEL 3 KEY

Live
- Apartments
- Hotel

Work
- Office
- Restaurant
- Retail

Play
- Baseball Programs
- Entertainment

Study
- Classrooms
- Study Spaces

Miscellaneous
- Pathway
- Pathway Seating
- Circulation
- Storage/utility
- Parking
- Water

LEVEL 3 DESCRIPTION

Level 3 is the final level where the pathway can be seen. It connects the programs that surround the baseball field to the north end of the site. The 3,000 seat stadium and main concourse is connected to the site pathway. These connection points are the main entrances for the stadium. Classrooms behind homeplate on this level overlook the field, and give a great backdrop for the classroom setting.

The majority of the site’s apartments are within this level. They are placed just south of the baseball field and the north section of the site. Many of these 1-4 bedroom apartments have views overlooking the pathway, the Lawn, and the baseball field. This visual exposure to activity will push students to become more active themselves.

Within the pathway in the south section that surrounds the stadium, many spaces were design to have outdoor seating and study spaces. These spaces help to shape the circulation path throughout the site. The section of pathway adjacent to rightfield and center field wall has a large section dedicated to standing room only seating. This informal way to watch games give visitors a great view of the field, stadium, and Kennesaw mountain in the background.
**LEVEL 4 DESCRIPTION**

Programs such as the pressbox, suites, apartments, classrooms, and multi-media entertainment make up the final level. The pressbox is a major program for sporting events. These spaces house the people that run the sporting events during gamedays. The pressbox is large enough to incorporate space for media members from both teams, a television booth, and television studio. Directly adjacent to the pressbox is a large event space that is designed for a variety of events and meetings while overlooking the field and the rest of the site. This space also has a kitchen that supplies these events but the suites that are available to fans and donors to use throughout the year for all KSU events.

The new KSU Center has offices and multi-purpose spaces that are designed to hold conferences and large events. The most northerly building is designed for entertainment. This building houses 4 bowling lanes, a 250 seat movie theater, and a multi-media entertainment zone.

**LEVEL 4 KEY**

**Live**
- Apartments
- Hotel

**Work**
- Office
- Restaurant
- Retail

**Play**
- Baseball Programs
- Entertainment

**Study**
- Classrooms
- Study Spaces

**Miscellaneous**
- Pathway
- Pathway Seating
- Circulation
- Storage/utility
- Parking
- Water
4.3 MICRO-COMMUNITY SPATIAL EXPERIENCES

SOUTHWEST AERIAL
MICRO-COMMUNITY SPATIAL EXPERIENCES

WEST AERIAL
4.3 MAIN CONCOURSE
“THE PERCH” OUTFIELD RESTAURANT | 4.3
4.3 | SUITE 101

[Image of a suite 101 design, with a group of people interacting in a modern, stylish space. Text reads: "ALL KNOW OUR MIGHT! FROM THE WE ARE THE OWLS WE BRING TO THE FIGHT"]
4.3 | SOUTH PATHWAY
4.3 | THE LAWN
4.4 Render Descriptions

Main Concourse

Two of the light-wells that span the height of the structure can be seen from this location. These wells are key to the lighting in the below programs. The main concourse is separated by planters. The section closest to the field is designed to be standing room only sections, ADA seating, and minimal circulation throughout the stadium. Baseball related programs such as pressboxes and suites can be seen as they are overlooking the field. Restaurants with outdoor seating are on the same level as the main concourse. This allows fans to utilize these facilities during games to not only gather food but seating as well.

"The Perch" Restaurant

This restaurant and bar overlooks the field and has plenty of indoor and outdoor seating on 2 levels to watch the game. This unique outfield perspective gives fans an informal way to watch games and practices. Parts of the large patio space hangs over one of the team's bullpens.

Suite 101

The suites are designed to be state of the art with a kitchenette, fridge, and sink. Plenty of indoor and outdoor seating throughout the suite allows for fans to have an enjoyable experience during gamedays. These suites are designed with the intent for them to be used for not only baseball events but for 5th/3rd Bank stadium events as well. The close proximity to the stadium allows for fans to utilize these suite pre and post game to further enhance their experience.

The Lawn

The lawn is a key feature within this micro-community. Its a space designed to attract people and give them the space for activity. A small stage is located at the entrance of the recreational facility. The rec center is directly below the spot of this image. The rec center will include gym equipment, classrooms for fitness classes, and offices for equipment rentals. The lawn is overlooked by the new KSU Center to the west and the Wings to the east. The wings are monumental stairs designed for seating and activity with retail spaces below the steps.
STADIUM CLASSROOM

Classrooms are placed strategically around the site to promote student circulation throughout the entire site. This creates unique opportunities where students are able to take classes in spaces that overlook programs that the typical classroom does not experience. In the case to the right we see a classroom that is overlooking the baseball field. This experience brings students closer to these athletics programs and creates the urge to attend and become connected to the teams. The camaraderie built through these experiences ultimately enhances student life throughout campus.

LEVEL 2

The render above is located directly behind the baseball stadium along the main site pathway. Apartments are enclosing the pathway to left and baseball programs are enclosing the pathway to the right in this image. The 1-4 bedroom apartments include an outdoor patio space that overlooks the highly activated site pathway. The close proximity to site’s activity encourages students to become more active.

WALL OF FAME

The wall of fame is a space that celebrates former alumni that have done phenomenal things. This celebration includes successful student-athletes, donors, and all around stellar students. This is an opportunity to celebrate and recognize KSU’s former students, and give current students a quality space for studying and reflection.

Large amounts of greenery including a green wall that encloses the perimeter of the space. A large reflecting pool has been created to give a peaceful feel that attracts small wildlife such as birds. Seating has been dispersed throughout the walkway and within the center of the reflecting pool. These spaces are intended to be used for reflection and studying.

NORTH PATHWAY

The north pathway that surrounds the Lawn includes a 1/2 mile jogging track. Also within the image to the left are two volleyball courts available for students to use daily. The building within this image is the new KSU center that houses classrooms, event spaces, offices and galleries. Notice the planters and landscape is shaping the circulation within the pathway. The landscape seen within this image is part of the existing KSU character and are designed to build upon this character.
CIRCULATION CONCLUSION

Circulation throughout the site is the initial key for this thesis. It establishes much of the activity throughout the site. It becomes the spine for the thesis. It holds together the complex nature of the micro-community to create a smooth and flowing experience.

The strategies below are blended to create a hybrid of one another. This hybrid, created opportunities for connection between not only the site, but within the overall community set out by the existing Kennesaw State University campus.

This strategy allows for certain programs to become the focal points throughout the site. These focal points are important in attracting activity.

PROGRAM CONCLUSION

The program layout is the second layer within this process. It became clear through the early research that the most productive communities similar to this thesis had a blend of diverse programs.

This thesis introduced programs within the site that are essential to the education, entertainment, and social lifestyle of a Kennesaw State University student. These programs were then strategized to be evenly blended throughout the site creating unique experiences that capitalize on this blend.

The blending of programs creates the active micro-community, and assures no dead space within the site.

LANDSCAPE CONCLUSION

Landscaping in this thesis helps shape the programs and circulation throughout the site. The strategy that is seen below gives the site depth, and helps to shape the circulation throughout the site.

Many prominent features in the site are landscaping, such as the Lawn and the Wall of Fame. These programs are key to the site’s experience.

The landscaping is used to create buffer zones between not only the interstate and the site, but between highly public zones and private zones. These buffers are essential in creating a comfortable environments in many unique situations that have programs that aren’t typically associated with one another.
This thesis is set out to test the idea that a micro-community with an athletics facility as the main driver within this community would add and enhance the overall community it is set within. Kennesaw State University and the city of Kennesaw is identified as the overall community and this project being the micro community that is inserted to further enhance Kennesaw State University and its student life.

With the strategies explored throughout this process I believe that the micro-community created is the best option for Kennesaw State University to become a strong well rounded University, that has a strong student life.

This thesis connects the fragmented pieces of the Kennesaw campus, and gives student and faculty of Kennesaw State University a micro-community that will enhance their experiences at KSU. It also allows for the University to grow its athletics programs and overall brand.

The images to the right are snapshots of the potential of an athletics driven micro-community, and how it can be a vibrant and lively space for its visitors. This blend of programs have been proven to be effective in creating active spaces that can be seen on a daily basis.

This is an idea that could be embraced in many different settings with many different sports. If embraced it would greatly impact the community it is set within in a positive manor.
5.2 | COMPETITION SUBMISSIONS

FINAL BOARDS

SITE WALK-THROUGH VIDEO

https://www.youtube.com/watch?v=19DSelvWLGM&t=4s

SITE WALK-THROUGH LINK
Introduction

Key questions

Concept

Advantages

Disadvantages

Community Engagement

Recreation

Student Center

Convocation

Intermurals

Volleyball

Football

Baseball

Case study analysis

Site selection

Table of contents

KSU Micro-community

Site analysis

Introduction

1.4

1.3

1.2

1.1

Walkthrough video

Headquarters with MPK 21 Building by Gehry Partners, www.archdaily.com/901572/facebook-expands-menlo-park-headquarters-

Marietta Campus.

Would begin to connect the fragmented pieces of the micro-community of higher learning.

Would connected to other athletics facilities.

Could create opportunities for revitalization within the existing buildings or structures.

Would be an empty slate to work within.

Has student only apartments within walking distance.

Would start to eliminate the wasteland of parking dead space.

Would continue to exclude the Marietta Campus from the overall concept, but ultimately the Kennesaw campus is the best fit for the micro-community I am trying to build. This is due to the overall size of the site, the close proximity to other KSU athletic facilities, and the abundance of support the overall concept has for these ideas within a college setting. I believe that sports facilities have become remarkably advanced for these stadiums have become more complex. They have accommodated their communities well. Kennesaw State surroundings have become strong social hubs to serve students to better embed the sports facilities they intend to create an island of a specific sports activities. These projects aim to eliminate the wasteland of parking dead space to a college as the actual education it supplies. This loop is key to the function of the building and that cuts through many of the main programs.

Facebook’s headquarters within Menlo Park, www.archdaily.com/901572/facebook-expands-menlo-park-headquarters-

A place withMPK 21 Building by Gehry Partners, www.archdaily.com/901572/facebook-expands-menlo-park-headquarters-

The micro community would give the campus a spark of communal spirit—an active micro community. A place with-mpk-21-building-by-gehry-partners.

My thesis project (Baseball Stadium/micro-community) for these stadiums has become more complex. They have commuted and student activities. New sports facilities with a weak connection to campus creates an island of a specific sports activities.
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